

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
UTILIZING MARKET DEMAND INFORMATION FOR GENERATING
REVENUE**

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ABSTRACT

A system, method and computer program product are disclosed for risk management in a supply chain management framework. A supply chain manager is appointed for at least 10 one buying supply chain participant. The supply chain manager is given authority to negotiate supply agreements for at least one good on behalf of the at least one buying supply chain participant. One or more supply agreements are entered into for the at least one good, wherein provisions of the supply agreement include: (i) pricing for each one good shall be based upon factors including an actual market price of at least one 15 commodity when the supply chain manager has not established a commodity position price; and (ii) pricing for each one good shall be based upon factors including a commodity position price of at least one commodity when the supply chain manager has established a commodity position price. Periodically, a commodity position price is established through the supply chain manager.